

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: May 8, 2017
To: Harbor Commission
From: Scott Riedman, Waterfront Director
Subject: Business Services Report

WATERFRONT PARKING DIVISION: MORE THAN MEETS THE EYE

Parking operations in the Waterfront take place 24 hours a day, 365 days a year. The Waterfront Parking Division is charged with managing over 2,500 parking spaces spread out over seven parking lots and includes Stearns Wharf. The Parking Division of the Waterfront Department has three full-time employees and between 35 and 50 hourly employees depending on the season. With the busy summer season close at hand our hourly staff is approaching 50. Parking operations include parking permit sales, parking monitoring, customer service, kiosk operation, technical maintenance and upkeep of the SkiData and Luke programs, parking accounting and auditing, and special events, among others.

The growing popularity of the Waterfront has had a significant impact on parking operations over the years. More and more festivals, runs, athletic events, weddings, and special events take place in the Waterfront area now than any other time in the past. The Parking Division handles over 200 special events per year. Often times, multiple events take place on a single day or weekend. For example, Saturday May 6, 2017, included 5 different events that all required parking reservations and facilitation by Parking Division staff. These included the Boston Whaler Club Fishing Tournament, Operation Clean Sweep, the Birthing Center 5k Run, a private wedding, and the Santa Barbara Sailing Club's Cinco de Mayo Regatta.

Accommodating so many different events with different needs takes tremendous planning, flexibility, and teamwork and Cesar Barrios, Parking Supervisor, James Hatsedakis, Parking Coordinator, and Sergio Arriaga, Assistant Parking Coordinator, do just that. Knowing that Parking staff are the first and last point of contact for visitors and residents coming to the Waterfront, the impression our Parking staff has on visitors is enormous. Great customer service is our primary goal and our Parking Division staff strives to make a lasting, positive impression on everyone in hopes that they come back.

Upcoming events involving Waterfront Parking staff include:

- ✓ Outrigger State Championships
- ✓ Rig Run (outrigger race)
- ✓ Santa Barbara Chardonnay 10-Miler/ 5k
- ✓ Amgen Tour of California
- ✓ Walk for Mental Wellness
- ✓ Nite Moves (weekly)
- ✓ Concerts in the Park
- ✓ July 4th Celebration

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- ✓ Fiesta Parade
- ✓ Santa Barbara Triathlon
- ✓ as well as numerous weddings

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